

WZZM
EEO PUBLIC FILE REPORT
May 21, 2011 - May 20, 2012

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Digital Sales Specialist	2, 4-7, 9-17, 19-21, 23-26, 28, 31-40	5
Television New Business Specialist	2, 4-7, 9-17, 19-26, 28-29, 31-37, 39-40	5
Meteorologist	1-17, 19-21, 23-29, 32-40	28
Multimedia Journalist	1-2, 4-14, 16-21, 23-30, 32-40	28
Multimedia Journalist	1-2, 4-14, 16-21, 23-30, 32-40	1
Multimedia Journalist	1-2, 4-14, 16-21, 23-30, 32-40	40
Multimedia Digital Designer	2, 4-7, 9-14, 17, 19-21, 24-26, 28, 31-32, 34-40	5

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	Agent	N	3
2	Baker College of Muskegon 1903 Marquette Ave. Muskegon, Michigan 49442 Phone : 231-777-6500 Url : www.Baker.edu Email : Fax : 1-231-777-6501 Margie Broton	N	0
3	Broadcast Cable Financial Management Association (BCFM) 5500 Frontage Road #360 Northfield, Illinois Phone : Url : www.bcfm.com Email : info@bcfm.com Fax : 1--- Career Service	N	0
4	Calvin College 3201 Burton St. SE Grand Rapids, Michigan Phone : (616) 526-8744 Url : www.Calvin.edu Email : laurie@calvin.edu Fax : 1-616-957-8551 Laurie Lemmen	N	0
5	Career Builder 200 N. LaSalle St Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Email : Fax : Manual posting Career Service	N	22
6	Central Michigan University Rm. 215 Bovee University Center Mt Pleasant, Michigan Phone : 989-774-3068 Url : http://www.careers.cmich.edu/ Email : careers@cmich.edu Fax : 1-989-774-6608 Career Services	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
7	City of GR Equal Opportunity Dept 300 Monroe NW Room 840 Grand Rapids, Michigan Phone : (616) 456-3027 Url : http://www.grand-rapids.mi.us/133 Email : Fax : 1-616-456-3199 Ingrid Scott – Weekly	N	0
8	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : www.collectivetalent.com Email : bille@michaelsmedia.com Fax : 1--- Michael Billee	N	0
9	Davenport College 415 E. Fulton Grand Rapids, Michigan Phone : (616)732-1150 Url : http://www.davenport.edu/Home/AboutDavenport/Services/CareerServices/tabid/174/Default.aspx Email : grandrapids.cs@davenport.edu Fax : 1--- Director of Placement	N	0
10	Eastern Michigan University 311 King Hall Ypsilanti, Michigan Phone : 734-487-0400 Url : http://career.emich.edu/ Email : Sharon.Hughes@emich.edu Fax : 1-734-487-0940 Sharon Hughes	N	0
11	Emma Bowen Foundation for Minority Interests in Media 524 W. 57th Street New York, New York Phone : 212-975-2545 Url : http://www.emmabowenfoundation.com/ Email : sdrice@cbs.com Fax : 1-212-975-5884 Sandra Rice	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
12	Ferris State University 805 Campus Drive, Rankin Center 108 Big Rapids, Michigan Phone : 231-591-2685 Url : http://ferris.recruiting.com , www.experience.com Email : careerservices@ferris.edu Fax : 1--- Barbara S. Renne	N	0
13	Grand Rapids Urban League 745 Eastern SE Grand Rapids, Michigan Phone : (616) 245-2207 Url : Please call us at (616) 245-2207 or email us at i Email : info@grurbanleague.org Fax : 1--- Elzie Honicutt	N	0
14	Grand Valley State University 206 STU, 1 Campus Drive Allendale, Michigan Phone : 616-331-3311 Url : http://www.gvsu.edu/careerresources/ Email : career@gvsu.edu Fax : 1-616-331-2070 Career Services	N	0
15	Hispanic Center of Western Michigan 1204 Grandville SW Grand Rapids, Michigan Phone : (616) 734-0530 Url : http://www.hispanic-center.org/programs_adulteducation.html Email : yacosta@hispanic-center.org Fax : 1--- Yamilka Acosta	N	0
16	Hispanic Link News Service 1420 N. St. N.W. Washington, District of Columbia Phone : (202) 234-0280 Email : carloso@hispaniclink.org Fax : 1--- Carlos Ericksen-Mendoza	N	0

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17	Media Line P.O. Box 51909 Pacific Grove, California Phone : 408-648-5200 Url : www.medialine.com Email : medialine@medialine.com Fax : 1--- Mark Shilstone	N	0
18	MI Broadcasters Lansing Lansing, Michigan Phone : 517-484-7444 Email : beeskow@michmab.com Fax : 517-484-5810	N	0
19	MI Works Association 2500 Kerry St., Suite 210 Lansing , Michigan Phone : 517-371-1100, 1-800-285-W Url : www.michworks.org Email : Fax : 1-517-371-1140 Career Service	N	0
20	Michigan Association of Broadcasters 819 N. Washington Ave Lansing , Michigan Phone : 517-484-7444 Url : www.michmab.com Email : jobbank@michmab.com Fax : 1--- Career Service	N	0
21	Michigan Dept. of Career Dev., MDCCD/Project MOVE 201 N. Washington Square 5th Floor Lansing , Michigan Phone : 517-241-1189 Email : mckayr1@michigan.gov Fax : 1-517-241-8217 Ralph McKay	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
22	Nat'l Federation of Filipino American Associations 1322 18th Street, NW Washington, District of Columbia Phone : 202-986-1153 Email : admin@naffaa.org Fax : 1--- Mr. Jon Melegrito	N	0
23	National Association Of Black College Broadcasters (NABCB) P.O. Box 3191 Atlanta, Georgia Phone : (404) 523-6136 Email : bcrmail@aol.com Fax : 1-404-523-5467 Lo Jelks	N	0
24	National Council of Negro Women 633 Pennsylvania Avenue, NW Washington, District of Columbia Phone : 202-737-0120 Url : www.ncnw.org Email : cwint@ncnw.org Fax : 1--- Cassandra Wint	N	0
25	National Lesbian and Gay Journalists Association 1420 K Street, NW #910 Washington, District of Columbia Phone : 202-588-9888 ext. 10 Url : www.nlgja.org Email : info@nlgja.org Fax : 1--- Career Service	N	0
26	Northwood University 1971 East Beltline, Suite 123 Grand Rapids, Michigan Phone : 616-575-1500 Url : http://www.northwood.edu/mi/studentlife/careerservices/ Email : Fax : 1-989-837-4499 Barbara Vandegrift	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
27	Radio & Television News Director Assoc. Job Bank 1600 K Street NW, Suite 700 Washington , District of Columbia Phone : 800-80-RTNDA Url : www.rtnda.org Email : Fax : 1-202-223-4007 Karen Gregory	N	0
28	Referred by a WZZM 13 Employee 645 – 3 Mile Rd. N.W. Grand Rapids, Michigan Phone : (616) 785-1313 Email : Fax : Manual posting Career Service	N	9
29	South Asian Journalists Association 2950 Broadway New York, New York Phone : (212) 854-5979 Url : www.saja.org Email : saja@columbia.edu Fax : 1--- Career Service	N	0
30	Specs Howard School of Broadcast Arts 19900 West Nine Mile Southfeild, Michigan 48075 Phone : 248-358-9000 x. 248 Email : kscollin@specshoward.edu Fax : Kevin Sequin-Scollin	N	0
31	Television Bureau of Advertising 3 East 54th Street, 10th Floor New York, New York Phone : (212) 486-1111 Url : http://www.tvb.org/ Email : tiphany@tvb.org Fax : 1--- Tiphany Jones	N	0

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32	Tvjobs.com Broadcast Employment Services, P.O. Box 4116 Oceanside, California Phone : 800-374-0119 Url : www.tvjobs.com Email : jobs@tvjobs.com Fax : 1-760-754-2115 Mark C. Holloway	N	0
33	United Planning Organization 301 Rhode Island Avenue, NW Washington, District of Columbia Phone : 202-238-4627 Url : www.upo.org Email : rparker@upo.org Fax : 1--- Regina Parker	N	0
34	University of Michigan 515 East Jefferson St., 3200 SAB Ann Arbor , Michigan Phone : 734-764-7460 Url : www.careercenter.umich.edu Email : tll@umich.edu Fax : 1-734-763-9268 Terri LaMarco	N	0
35	Unsolicited - Walk-in 645 – 3 Mile Rd. N.W. Grand Rapids, Michigan Phone : (616) 785-1313 Email : Fax : Manual posting Career Service	N	0
36	Vet Center Readjustment Counseling 2050 Breton Road SE Grand Rapids, Michigan Phone : (616) 285-5795 Email : Fax : 1-616-285-5898 Career Service	N	0

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37	Western Michigan University First Floor Ellsworth Hall Kalamazoo, Michigan Phone : (269) 387-2745 Url : http://www.wmich.edu/career/students/career_advising.html Email : career-recruiting@wmich.edu Fax : 1--- Placement Services	N	0
38	Women in Communications 3337 Duke Street Alexandria, Virginia Phone : 410-647-5002 Url : www.womcom.org Email : Fax : 1-703-342-4311 Career Service	N	0
39	Women's Resource Center 678 Front Ave. NW #180 Grand Rapids, Michigan Phone : 458-5443 Url : http://www.grwrc.org/ Email : info@grwrc.org Fax : 1-616-458-9933 Dantzler Brunswick	N	0
40	WZZM13.com 645 – 3 Mile Rd. NW Grand Rapids, Michigan Phone : Url : www.WZZM13.com Email : Fax : Manual posting Career Service	N	2
TOTAL INTERVIEWS OVER REPORTING PERIOD:			36

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	5/24/2011	Participation in other activities designed by the station employment unit	<p>May 24, 2011 - July 26, 2011 As part of our community outreach WZZM 13 gave tours of the WZZM 13 broadcast facility. Each tour is given by a station Meteorologist, News Manager or Production Manager and includes the areas of News, Production and Engineering. In each area our employees discuss their jobs and duties performed giving students information on opportunities in the broadcasting field. The following are the tour dates, the group attending and the number of students and adults in the tour.</p> <p>5/24/11 Life Home School Group of Holland (14) 5/25/11 Brownie Troup 3862 from Ada Vista Elementary (13) 6/2/11 Coopersville Middle School Productions (29) 6/7/11 Lake Michigan Academy (9) 6/9/11 Grandville Public Schools (23) 6/16/11 Goodwill of Muskegon (12) 6/18/11 Holy Spirit Church (5) 6/25/11 Girl Scouts Shore to Shore (13) 6/28/11 Red Hat Society (10) 7/7/11 "English Learning Students" (16) 7/26/11 Hope Network (4)</p>	5	Meteorologists Executive Producer Anchor/Reporter
2	6/1/2011	Establishment of training programs for station personnel	<p>Provide training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p> <p>June 2011 – Winning in Marketing at Promax, attended by Marketing Director.</p> <p>June 2011 – PowerPoint 2007 training for two new Local Sales Account Executives.</p> <p>July 2011 – NAB Webinar on Spectrum Issue – General Manager and Business Manager.</p>	6	Marketing Director 2 Sales Account Executives General Mgr & Business Mgr. Director of Technology

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3	6/1/2011	Establishment of training programs for station personnel	<p>Provide training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p> <p>May 24 - 27, 2011 – Axxess Training for General Manager, Sales Manager and all Sales Account Executives. Axxess Marketing is one of the largest commercial production companies in the country that specialize in musical branding statements.</p>	14	General Sales Manager Local & Digital Sales Mgr. Sales Account Executives
4	6/1/2011	Establishment of training programs for station personnel	<p>Provide training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p> <p>August 2011 – Facebook webcast conducted by Gannett, attended by 3 Managers and 1 Employee.</p> <p>August 2011 – Asian American Journalists Association attended by 3 employees.</p> <p>November 2011 – Ad Mail Training for General Manager and Sales staff.</p>	23	GM and Dept. Mgrs. OnLine Producer Anchor/Reporter Sales Staff
5	6/1/2011	Establishment of training programs for station personnel	<p>Provide training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p> <p>January 2012 – Executive Producer visited KSDK to observe their editorial meeting. She then made a presentation to WZZM's editorial meeting on January 4, 2012.</p> <p>January 2012 – Creativity and Innovation Workshop with Gabor George Burt attended by all newsroom employees and all directors.</p>	55	Executive Producer Newsroom staff News Directors Meteorologists

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6	6/1/2011	Establishment of training programs for station personnel	<p>Provide training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p> <p>January 2012 – Gannett local training on Social Media was presented to the sales staff, General Manager, News Director and Executive Producer.</p> <p>January 2012 – Digital, Social Media Training and Strategic Planning for the Digital Team.</p> <p>April 2012 – Success Factors Training for all Managers.</p>	28	Executive Team Digital Team Sales Department
7	6/1/2011	Provision of training to management	<p>June 2011 – All Department Heads, General Manager and middle managers attended training on Handling Disciplinary Issues. Training was conducted by Corporate HR.</p> <p>August 2011 – “Coaching & Developing Others / Developing an Engaged Team” attended by all Operation Team Members and all middle managers.</p> <p>11/1/2011 General Manager was on a Panel for Leadership speaking at the Gannett Leadership Program in McLean, VA. Program was also attended by Local Sales Manager.</p>	16	General Manager Department Managers Middle Managers Local Sales Manager

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8	6/1/2011	Establishment of an intern program designed to assist members of the community	<p>WZZM is committed to the education of future journalists including reaching out to college students through an internship program. Six students participated in the program during the past year and worked in the Information Center. Candidates are required to submit applications and go through a formal interview. The student earns academic credit for their participation in the program. Our program is disseminated in a variety of ways including community organizations, job fairs and college and university guidance offices. During the reporting period we had students interning in the Information Center from the following colleges and universities:</p> <p>Central Michigan University 5/26/11-8/2011 Alma College 6/6/2011-8/2011 Grand Valley State University 9/15/2011-12/09/2011 Grand Rapids Community College 1/2012 – April 2012 Grand Valley State University 1/11/2012-05/20/2012 Grand Valley State University 02/2012 – 04/2012</p>	2	Executive Producers

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9	6/1/2011	Establishment of a mentoring program	<p>Gannett Mentoring Program: The program is designed to improve the mentee's leadership competencies, technical expertise, business knowledge, insight into Gannett and its various aspects of business. The program included an orientation, weekly calls to discuss leadership and managing experiences and a site visit.</p> <p>WZZM's General Manager is mentoring an Information Center Anchor/Reporter.</p> <p>Engineering Supervisor is mentoring a Gannett Newspaper employee.</p> <p>VP/Director of Technology is mentoring a Gannett Newspaper employee.</p> <p>Chief Photojournalist is being mentored by a Gannett V/P Consumer Marketing and Communications manager in Detroit.</p>	5	General Manager & Anchor/Reporter Engineering Supervisor Director of Technology Chief Photojournalist
10	6/1/2011	Listing of each upper-level category opening in a job bank or newsletter	During the reporting period, WZZM 13 posts all full time job openings with many media trade groups, colleges and universities, professional and minority organizations within the community whose membership and/or audience includes women and minorities. These included TV Jobs, Michigan Association of Broadcasters, Michigan Talent Bank, Career Builder, Women's Resource Center, Hispanic Center of Western Michigan, Grand Rapids Urban League, City of Grand Rapids Equal Opportunity, Michigan Department of Career Development, Vet Center Readjustment Counseling and other organizations as listed in the Recruitment Resource Listing.	1	Human Resources

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11	6/1/2011	Participation in scholarship programs	As part of our commitment to grow the next generation of broadcasters and to create a diverse workforce, in 2011-2012 we supported the Emma L. Bowen Foundation with a grant from the Gannett Foundation Media Fund in 2011-2012. This grant is for the Emma Bowen Foundation for Minority Interests in Media for general support of media diversity initiatives including on-the-job training, mentoring, scholarships and work/study programs. The Emma L. Bowen Foundation was established by the media industry to increase access to permanent job opportunities for minority students.	1	Gannett Foundation
12	6/1/2011	Participation in other activities designed by the station employment unit	<p>WZZM provides job shadowing opportunities for high school and college students. Job shadowing can be within any area of the broadcast site. The job shadow has the opportunity to learn about careers available in the field of broadcasting and what those careers entail.</p> <p>5/29/2011 News Anchor/Reporter hosted a job shadow for a sophomore at Hillsdale College in Hillsdale, Michigan. Topics covered were on-air and off-air duties of working in a Broadcast Newsroom.</p> <p>9/7/2011 Meteorologist hosted a job shadow from Grand Rapids Community College. The student spent the day in the Weather Center learning about Meteorology and what opportunities there are in broadcasting and degrees required.</p> <p>11/09/2011 Morning News Anchor/Reporter had a job shadow with a student from Jenison High School, Jenison, Michigan.</p>	3	Anchor/Reporter Meteorologist Morning News Anchor

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13	6/1/2011	Establishment of training programs for station personnel	<p>Provide training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.</p> <p>Nov/Dec. 2011 – All Directors and Studio Crew employees had training on a new Digital Switcher.</p> <p>December 2011 – Creativity and Innovation Workshop for the Operations Team, News Managers and four middle managers.</p>	50	<p>Anchors/Reporters</p> <p>Directors & Studio Crew</p> <p>Executive Team</p> <p>Middle Managers</p>
14	6/20/2011	Participation in events sponsored by community groups	<p>During the reporting period, speaking support and appearances from personnel in the Information Center, on-air talent and other staff members participating in various community events and community group projects.</p> <p>June 20, 2011 - WZZM News Producer spoke at the REVUE West Michigan office to a gathering of 10 interns and journalism students. She spoke of life as a professional journalist and discussed how social media use is now part of all media jobs.</p> <p>June 27, 2011 – News Reporter moderated a political discussion at the Coopersville Chamber of Commerce. 45 in attendance. Discussed the position of a News Reporter in covering politics.</p> <p>September 15, 2011 – Marketing Executive Producer and a News Producer attended the Grand Rapids Community Foundation meeting. Grand Rapids Area Professionals for Excellence had a discussion on Social Media. WZZM producers discussed social networking and WZZM TV's website "My Town". They spoke of social media and of how WZZM TV can use it.</p>	3	<p>News Producer</p> <p>News Reporter</p> <p>Marketing Executive Producer</p>

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15	8/9/2011	Participation in other activities designed by the station employment unit	<p>August 9, 2011 - December 1, 2011 As part of our community outreach WZZM 13 gave tours of the WZZM 13 broadcast facility. Each tour is given by a station Meteorologist, News Manager or Production Manager and includes the areas of News, Production and Engineering. In each area our employees discuss their jobs and duties performed giving students information on opportunities in the broadcasting field. The following are the tour dates, the group attending and the number of students and adults in the tour.</p> <p>8/9/11 Kids Rock from Rockford (25) 09/22/11 MOKA – Challenged Adults (8) 10/13/11 MOKA Challenged Adults (9) 10/25/11 Hope Network (9) 11/3/11 Heritage Christian School (22) 11/8/11 Cornerstone University (13) 11/15/11 Creative Youth Center (10) 11/18/11 Grand Rapids Family (7) 11/29/11 Creston High School (Group 1) (18) 12/1/11 Martin Luther King Leadership Academy (15)</p>	4	Meteorologists News Producer

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16	8/10/2011	Participation in events sponsored by community groups	<p>WZZM's General Manager attended and presented at the Asian American Journalists Association National Convention in Detroit, MI on August 10th – 13th, 2011. Including:</p> <p>“Developing Your Own Leadership Style” - WZZM’s General Manager was a presenter on the program.</p> <p>“Stories of Success” – WZZM’s General Manager and News Director were on the panel which talked shop about the lessons learned and the challenges each of them faced in order to achieve their goals and break down barriers.</p> <p>“Here’s to the Next Step ... Management!” – WZZM’s General Manager and News Director were presenters for the program. Ever wonder about what it takes to get into management? How hard is the adjustment? What do these management types look for? Two WZZM management employees told how they got to where they are, and answered participant questions.</p> <p>“The Future of Journalism: Is Journalism a Sustainable Business Model?” - WZZM’s General Manager discussed pay walls, subscription and memberships, micropayments, news apps and advertising... can the business of journalism evolve?</p>	1	General Manager
17	8/11/2011	Participation in Job Fairs	<p>8/11/11 & 8/12/11</p> <p>WZZM’s General Manager, News Director and two Anchor/Reporters were recruiters at the Gannett/WZZM TV booth at the Asian American Journalists Association National Convention in Detroit, MI. They spoke with many attendees of the convention regarding careers in television broadcasting.</p>	4	General Manager News Director Anchor/Reporters

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18	10/19/2011	Participation in events sponsored by community groups	October 19, 2011 – News and Information Director was a featured Panelist for a seminar on “What Has Happened to Journalism? People are starting to notice that with the proliferation and velocity of digital communications, coupled with outdated business models, journalism (and journalists) are suffering. Opportunities in the Broadcasting industry were discussed.	1	News Director
19	11/1/2011	Participation in events or programs sponsored by educational institutions	<p>November 4, 2011 – Meteorologist spoke at Alger Middle School about weather and had discussions and questions and answers regarding Broadcasting Careers.</p> <p>November 16, 2011 – Meteorologist attended East Grand Rapids Middle School Career Day. Spoke about weather and Opportunities in Broadcasting. Group size approx. 50</p> <p>November 16, 2011 – Meteorologist spoke at Lincoln School in Grand Rapids, Michigan to approximately 40 students on Michigan weather and Opportunities in Broadcasting.</p> <p>November 30, 2011 – Chief Meteorologist spoke with students at Fruitport Calvary Christian School regarding weather and opportunities in Broadcasting. 14 students attended.</p>	2	Meteorologists
20	12/1/2011	Participation in events sponsored by community groups	December 1, 2011 – Chief Meteorologist attended the quarterly meeting of the Michigan Township Association in Alpine Township, Comstock Park. A speech was delivered regarding the position of meteorologist and predictions for the coming winter weather. An answer and question session followed pertaining to working in the broadcast industry and weather issues.	1	Chief Meteorologist

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21	12/6/2011	Participation in other activities designed by the station employment unit	<p>December 6, 2011 - March 28, 2012 As part of our community outreach WZZM 13 gave tours of the WZZM 13 broadcast facility. Each tour is given by a station Meteorologist, News Manager or Production Manager and includes the areas of News, Production and Engineering. In each area our employees discuss their jobs and duties performed giving students information on opportunities in the broadcasting field. The following are the tour dates, the group attending and the number of students and adults in the tour.</p> <p>12/6/11 Creston High School (Group 2) (19) 12/8/11 Creston High School (Group 3) (15) 12/14/11 Lincoln School (12) 12/20/11 Cub Scout Pak # 3338 (15) 1/10/12 Sacred Heart School (Group 1) (18) 1/12/12 Sacred Heart School (Group 2) (13) 1/17/12 Sacred Heart School (Group 3) (16) 02/07/12 Ridge Park Academy (12) 2/16/12 Muskegon/Kent/Ottawa/Allegan County Disabled Adults (8) 2/21/12 Hudsonville Reformed Church (20) 3/13/12 Christian Path Home School (10) 3/28/12 Douglas Elementary School (3) 3/28/12 Television Production Class, Muskegon (12)</p>	5	<p>Meteorologists Production Supervisor Morning News Anchor</p>

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
22	1/2/2012	Participation in other activities designed by the station employment unit	<p>WZZM provides job shadowing opportunities for high school and college students. Job shadowing can be within any area of the broadcast site. The job shadow has the opportunity to learn about careers available in the field of broadcasting and what those careers entail.</p> <p>1/31/2012 Sports Anchor/Reporter hosted a job shadow from Fruitport High School.</p> <p>4/27/2012 WZZM News Producer had a job shadow student from East Rockford.</p> <p>4/27/2012 WZZM Reporter had a job shadow for the day from Cannonsburg schools.</p>	3	Sports Anchor/Reporter News Producer News Reporter
23	1/3/2012	Participation in events sponsored by community groups	<p>January 3, 2012 – Multi-Media Journalist participated in an event with the Lakeshore Chamber of Commerce. Media members gathered for question and answer sessions on news and information in radio and television. The MMJ discussed his position as a Multi-Media Journalist and careers in the Broadcast Industry.</p>	1	Multi Media Journalist

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
24	3/5/2012	Participation in events or programs sponsored by educational institutions	<p>March 5 - March 29, 2012 WZZM Anchor/Reporter and Meteorologist were guest readers for National Reading Month. At each event they discussed with students Opportunities in Broadcasting.</p> <p>March 5, 2012 Shawnee Math & Science, Grand Rapids 30 + students</p> <p>March 6, 2012 Dickenson Elementary, Grand Rapids 20 + students</p> <p>March 21, 2012 Emmons Lake Elementary, Caledonia 20 + students</p> <p>March 26, 2012 Murray Lake Elementary, Lowell 30 + students</p> <p>March 29, 2012 Beach Elementary, Muskegon 20 + students</p>	2	Meteorologist Anchor/Reporter

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
25	3/9/2012	Participation in events or programs sponsored by educational institutions	<p>March 9, 2012 Morning News Anchor spoke at West Godwin Elementary School on the importance of reading skills in a job with the broadcasting industry. Approx. 100 students.</p> <p>March 15, 2012 Career Day at Spring Lake Middle School attended by approximately 100 students. A WZZM 13 Anchor attended and spoke with students on “Opportunities in Broadcasting.”</p> <p>April 24, 2012 – News Anchor/Reporter spoke to the Michigan State University Broadcasting class in East Lansing, MI on Political Journalism. Opportunities in broadcasting were discussed. 25 students in attendance.</p> <p>April 27, 2012 – Morning News Anchor attended the Saugatuck Middle School Career Day. Approximately 400 students attended.</p> <p>May 18, 2012 – Local Programming Director attended North Rockford Middle School’s Career Day. She spoke with students regarding opportunities in broadcasting.</p>	3	Director of Local Programming News Anchor News Reporter

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
26	4/3/2012	Participation in other activities designed by the station employment unit	<p>April 3, 2012 - May 17, 2012 As part of our community outreach WZZM 13 gave tours of the WZZM 13 broadcast facility. Each tour is given by a station Meteorologist, News Manager or Production Manager and includes the areas of News, Production and Engineering. In each area our employees discuss their jobs and duties performed giving students information on opportunities in the broadcasting field. The following are the tour dates, the group attending and the number of students and adults in the tour.</p> <p>4/3/12 Muskegon Girl Scouts (10) 4/3/12 Ferris State University Students (13) 4/5/12 Pack 3097 Cub Scouts (12) 4/12/12 Television Production & Tech Center, Holland (29) 4/24/12 Kent Vocational Opportunities (20) 4/26/12 St. Charles School in Greenville (22) 5/17/12 Oakleigh Middle School Students (15)</p>	4	Multi Media Journalist Meteorologists
27	4/5/2012	Participation in events or programs sponsored by educational institutions	April 5, 2012 - Local Sales Manager gave a presentation to a Broadcasting class at Grand Valley State University on "Understanding Broadcast Television."	1	Local Sales Manager